



Seed
TRAINING GROUP

FINANCIAL ANALYSIS

ONLINE / ON CAMPUS

ABOUT THE COURSE

*The course will be delivered in Mandarin (中文授课). Most of the accountants are trained in how to use Accounting Systems / Excel, but seldom be trained in how to build a financial model. This course guides students to explore the fundamental concept behind the financial modelling. Students will learn the essential techniques during different phases: designing, modelling, prototype, and testing. And students will also learn how to use models in accounting daily jobs.

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Module 1 Model Analysis Tools

Build assumptions documentation tools

Use the scenario manager

Show multiple scenario outcomes simultaneously with one and two-dimensional data tables

Module 2 Building a Business Case

Build business case scenarios

Business case study-financial calculations

Business case study-scenario analysis

Module 3 Financial Statements Analysis

Revise the contents of the financial statements to suit for management reporting purpose

Prepare horizontal and vertical analysis

Trend analysis case: YTY (year to year) growth model

Prepare common-sized financial statement analysis

Prepare comparative financial statement analysis

Build a DuPont analysis model

Evaluate profit margins, asset turnover (efficiency) and leverage

Prepare a benchmark analysis for company performance

Prepare actual vs. budget variance analysis

Module 4 Operation Analysis

Sales analysis: Marketing Effectiveness, Sales Leads, Conversion Rate

Cost variance analysis: Price Impact & Volume Impact

Human resource analysis: HR acquisition, deployment, performance & compensation, etc

Operating cycle & working capital management

Prepare weight analysis for OPEX

Company valuation-DCF model

Break-even analysis model



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Module 5 Cash Flow Analysis

Understand cash flow from operations, investing and financing

Prepare ratios and metrics for cash flow analysis

Identify patterns of value

Understand cash flow performance indicators—profitability, liquidity, and solvency

Evaluate past performance and project future cash flow

UPON COMPLETION

This course is eligible for CPD hours. Upon successful completion of all the required units of this course, students will receive a certificate of completion.

CAREER OPPORTUNITIES

- Financial Modeller
- Management Accountant
- Senior Accountant
- Business Analyst

PRICE

\$980

DURATION

2 days * Please contact us for the timetable.

ASSESSMENTS

Case studies

ENTRY REQUIREMENT

There are no formal education entry requirements.

EQUIPMENT NEEDED

- PDF reader
- A computer (Windows recommended) with internet and web browser access
- Word/text processing, spreadsheet, and presentation software installed (e.g. Microsoft Office)

RELATED COURSES

- Financial Modelling Essential
- Financial Analysis
- Dynamic Business Reports

FINANCE OPTIONS

- Fees must be paid within 5 working days of receiving the confirmation of enrolment and invoice for the enrolment fee.
- Seed Training Group may cancel an enrolment or discontinue training if fees are not paid as required.
- Both direct deposit and credit card are accepted.

*Please refer to the Student Information Handbook for further details regarding Fees & Refund Policy and Procedure.